LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-3026 – Ad Title '73 INTRO – Req. No. 97149 – B&W – 8½ x 11 – Convenience Stores – 75 (B)
Printed in U.S.A.

Nearly two out of every three additional cigarette sales you made last year were Philip Morris brands.

Here's the Score for '74:

Gains In Domestic Cigarette Consumption Over 1973

Total Industry	**+17.45** billion
Philip Morris USA	**+11.32** billion
Rest of Industry	**+ 6.13** billion

Growth like this means extra sales and profits for every convenience store operator who keeps Philip Morris brands fully in stock at every location, all the time. Check your weekly order – and check your shelves, too.

The Profit Makers come from
Philip Morris USA

Source: https://www.industrydocuments.ucsf.edu/docs/gjhx0001